HANDOUT: Persuasive Techniques Word Match

Directions: Match the persuasive writing technique to the correct definition.

1. .............................................................. A question that does not require an answer (e.g. How dare you?).

2. .............................................................. Addressing the other side of the argument to then weaken it and strengthen your own (e.g. Some people believe that sugar should be banned; they are wrong...).

3. .............................................................. The form of a verb that expresses a command (e.g. Act now!).

4. .............................................................. When the first letter of a word is repeated to create a sound effect or for emphasis (e.g. They are forced to feel like failures).

5. .............................................................. Stating a belief confidently and forcefully as though it is a fact (e.g. Everybody loves exercise/We are failing humanity).

6. .............................................................. Using powerful adjectives, metaphors, similes, personification, etc. to reinforce a point (e.g. Their intellects are rotting like discarded fruit).

7. .............................................................. Phrasing something as a compliment to try to get people to support your cause (e.g. Only you have the power to change things).

8. .............................................................. The use of exaggeration for emphasis (e.g. Nothing has ever been so important).

9. .............................................................. Writing words or phrases in threes for emphasis or effect. It can involve repetition (e.g. Schools eat, breathe and live exams).

10. ......................................................... Using language that appeals to emotions such as fear, sorrow or anger (e.g. Our children are suffering at the hands of our inaction).

11. ......................................................... Including the reader using pronouns such as ‘you’, ‘your’, ‘we’, ‘us’ and ‘our’ (e.g. It is our duty).

12. ......................................................... Using the same words or phrases again and again for effect or emphasis (e.g. We must listen, we must respond, we must act).

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